

Birla Institute of Technology and Science, Pilani

First semester 2022-2023

Mid-term examination(Open Book)

MPBA G503

Marketing

Date: - 5/11/2022

Time: 90 Min.; M. Marks:25

Q1. Assume you are going to open a new chain of retail stores selling fitness products.

Who are going to be your customers?

How are you going to segment your market?

What are you going to do to appeal to each of these segments?

How would you position your stores?

Who are going to be your competitors?

What would you do to monitor your competitors' actions?

What is going to be your source of a sustainable competitive advantage?

Finally craft your marketing plan.

[2x7+6=20]

Note: Please make explicit the assumptions, if any, that are made in crafting the marketing plan.

Q2. An apparel company gives generously to charities and sponsors donation drives to help lower income school going girls get reasonably priced school uniforms. It also locates its manufacturing plants in countries with fewer labor laws such that it does not know if children are working in its factories. The company also proactively works to prevent any union activities in its factories.

Evaluate the company from an ethical and holistic marketing perspective.

[5]